



Bellevue University



Bachelor of Science in Business Administration - Marketing Emphasis

STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

**Credit Potential
Required Credit**

Composition I (EN 101)

3.00

(College credit by examination may apply. Principles of written communication and practice in writing, with emphasis on paragraph construction and the essay form.)

{DANTES Code = 11.07.00}

Composition II (EN 102)

3.00

(Application of writing techniques and strategies; includes library research and the documented research paper. Prerequisite: EN 101.)

{DANTES Code = 11.07.00}

Fundamentals of Speech Communication or Oral Communication Skills

3.00

(College credit by examination may apply. Visit the BU website for a description of these courses.)

{DANTES Code = 04.10.00}

Human Behavior Electives

6.00

(Choose from course areas listed below:

Anthropology - any course/s

Psychology - any course/s

Sociology - any course/s

College credit by examination may apply. Visit the BU website for a description of courses available.)

Human Civilization Electives

6.00

(Choose from course areas listed below:

Archeology - any course/s

Culture - any course/s

Geography - any course/s

History - any course/s

International Studies - any course/s

Political Science - any course/s

Women's Studies - any course/s

College credit by examination may apply. Visit the BU website for a description of courses available.)

{DANTES Code see 20.XX.XX series}

Human Expression**6.00**

(Choose from course areas listed below:

American Sign Language - any course/s
Art - any course/s
Art History - any course/s
Communication - any course/s 200 level or higher
Computer Graphics - any course/s
Drama - any course/s
Foreign Languages - any course/s
Humanities - any course/s
Literature - any course/s
Music - any course/s

College credit by examination may apply. Visit the BU website for a description of courses available.)

{DANTES Code see 20.XX.XX series}

Human Thought**3.00**

(Choose from course areas listed below:

Economics - any course/s
Philosophy - any course/s
Religion - any course/s

College credit by examination may apply. Visit the BU website for a description of courses available.)

{DANTES Code = 08.06.00 or most 08.XX.XX series or 08.02.00 or 08.06.00}

Science Elective**3.00**

(Visit the BU website for a description of courses available.)

{DANTES Code = 16.13.00 or 16.99.00 or most 16.XX.XX series}

Intermediate Algebra (MA 101) or higher**3.00**

(Excludes MA 140 Business Math. College credit by examination may apply. Visit the BU website for a description of these courses.)

{DANTES Code = 14.01.04}

Common Professional Component**Introduction to Accounting I - Financial Accounting (AC 205)****3.00**

(Introduction to accounting concepts and the elements of financial statements. Includes basic accounting vocabulary, analysis of business transactions from an accounting viewpoint, how to recognize, record, and classify new accounting data. Emphasis is placed on corporate accounting. Introductory financial statement analysis and interpretation are covered. College credit by examination may apply.)

{DANTES Code = 03.01.00}

Introduction to Accounting II - Managerial Accounting (AC 206)	3.00
(Fundamentals of managerial accounting for accounting and non-accounting majors. Covers accounting and decision-making, cost concepts, classifications, and behavior; short-term, long-term, strategic, and operational planning; responsibility accounting; and control of cost centers. Prerequisite: AC 205. College credit by examination may apply.) {DANTES Code = 03.01.00}	
Principles of Management (BA 232)	3.00
(This course examines the fundamental concepts, theories, principles and techniques of management by integrating classical and modern perspectives with real-world experiences. The student is introduced to both traditional and contemporary issues including planning, organizing, staffing, influencing, controlling, ethics, international affairs, work-family conflict, management information systems, and environmental consciousness. College credit by examination may apply.) {DANTES Code = 03.10.00}	
Principles of Marketing (BA 252)	3.00
(This course provides a comprehensive introduction to the field of marketing. It covers the current marketing concepts and practical applications that will include the functions of product, price, place, promotion, and positioning. Additional emphasis will be given to multicultural and global marketing in the United States and internationally. College credit by examination may apply.) {DANTES Code = 03.11.00}	
Legal Environment of Business (BA 265)	3.00
(This course is designed to introduce the student to the legal and regulatory process in which business decisions are made. The application of legal constraints to management and associated management activities is examined, as well as the broad applications of regulatory law. In applying these concepts to business decisions regarding its basic function, special emphasis is placed on the ethical issues faced by a decision-maker. College credit by examination may apply.) {DANTES Code = 12.01.00}	
Principles of Finance (BA 312)	3.00
(This course covers the basic principles, techniques, and institutional aspects of financial management and the successful and efficient operation of modern businesses. Topics include financial markets and environment, time value of money, bond and stock valuation, risk and return, financial statement ratio analysis, capital budgeting, financial planning and control, capital structure, dividend policy, and other fundamental finance issues. Prerequisites: AC 206, MA 102, MA 141. College credit by examination may apply.) {DANTES Code = 03.02.01}	
Introduction to Management Science (BA 323A)	3.00
(Quantitative methods used in the decision-making process are introduced, and analytical thinking is emphasized. Topics covered include model building, linear programming, integer and 0-1 programming, goal	

programming, transportation and assignment algorithms, decision theory, and forecasting. Prerequisites: MA 102, MA 141.)

Business Policy and Strategy (BA 439)**3.00**

(Concepts and analytical tools of business strategy and policy, utilizing the case study method, readings, and textbook materials. This course must be taken in residence. Prerequisite: Senior standing; preferably taken in final semester.)

{DANTES Code = 03.10.08}

Business Administration Requirements**Intermediate Finance (BA 412A)****3.00**

(This course builds upon the introductory finance course. It addresses advanced applications and analysis of financial theory and practice. Aspects of the following topics are addressed: financial environments, financial analysis, cash flow, incentive theory and practice, time value of money, security valuation, risk analysis, portfolio theory and practice, capital budgeting, capital structure, dividend policies, options, global financial concerns, and contemporary financial issues. Prerequisite: BA 312.)

Production and Operations Management (BA 426)**3.00**

(This course will examine the operations component of the organization. Cases in production and operations settings will be examined that require the use of quantitative methods and approaches to decision making within an environment of scarce/limited resources. Additional topics such as production technology, product/process design, facility layout, materials and capacity requirements planning, and quality control are included. Computer software is used to generate answers for further analysis. Prerequisite: BA 323A or BA 423. College credit by examination may apply.) {DANTES Code = 03.10.09}

Organizational Behavior (BA 433)**3.00**

(Designed to encourage the application of diverse conceptual and theoretical perspectives to the analysis and control of behavior in organizations. Course will focus on problems related to perception, motivation, leadership, cultural diversity, interpersonal and group conflict, stress, influence, decision making, work-family conflict, ethics, international management issues, and change. Prerequisite: BA 232. College credit by examination may apply.) {DANTES Code = 03.10.01}

Marketing Emphasis**9.00**

(Choose three courses from the listed below:

Marketing Strategy Concepts and Processes (BA 452A)

Plus two of the following:

Internet Marketing (BA 455)

Multinational Marketing (BA 457)

Sales Management (BA 458)

Visit the BU website for a description of these courses.)

{DANTES Code = 03.11.00 or 03.11.02 or 03.11.05 or 04.01.01 or 04.01.09}

Other Requirements

Business Communications (CA 308) 3.00

(Theory and practice of written and oral communication skills needed in the business and work place. Presents models, concepts, and case studies relevant to the workplace. Competencies in the areas of writing, oral communication, organization of thought, creativity, and decision making are addressed. Prerequisite: CA 103 or 109.)

{DANTES Code = 03.10.12}

Computer Concepts and Applications (CIS 101) 3.00

(A survey of computer concepts, describing hardware and software terminology, and telecommunications concepts. Contrasts system and application software. Introduces the concepts of file and database processing and the use of end-user application software. Lab projects include preparation of written documents with a word processing package, design and use of electronic spreadsheets in business problems, and use of a microcomputer DBMS package. College credit by examination may apply.)

{DANTES Code = 05.03.01 or 05.03.05}

Principles of Macroeconomics (EC 201) 3.00

(Study of the behavior of the macroeconomy, including causes and consequences of inflation, unemployment, and the business cycle. Monetary, fiscal, and supply-side policies for dealing with macroeconomic problems are examined. Accounting and Business Administration major requirement. Prerequisite: Sophomore standing and an understanding of basic math or permission of the instructor. College credit by examination may apply.)

{DANTES Code = 20.05.00}

Principles of Microeconomics (EC 202) 3.00

(Investigation of the economic behavior of consumers, businesses, and government. Emphasis is on price and output determination under various market structures and on the entrepreneurial competitive process. Business Administration major requirement. Prerequisite: Sophomore standing and an understanding of basic math or permission of the instructor. College credit by examination may apply.)

{DANTES Code = 20.05.00}

Introduction to Statistics (MA 141) 3.00

(Development of problem-solving and decision-making skills including: descriptive statistics; probability theory, and emphasis on binomial, normal and sampling distributions; estimation of parameters. Prerequisite: Two years of high school math or MA 099 or MA 100. College credit by examination may apply.)

{DANTES Code = 14.09.00 or 14.09.06}

Inferential Statistics and Data Analysis (MA 241) 3.00

(Provides the theoretical basis and the problem-solving experience needed to apply the techniques of inferential statistics. Topics covered include: hypothesis testing procedures; quality control; analysis of variance;

chi-square testing; linear regression and correlation; and nonparametric methods. Introduction to the use of electronic spreadsheets and statistical packages for data analysis. Prerequisite: MA 141.)
{DANTES Code = 14.09.01}

College Algebra or Finite Mathematics (MA 102, 120) 3.00

(One of the following courses not already taken to fulfill previous requirements. College credit by examination may apply. Visit the BU website for a description of these courses.)
{DANTES Code = 14.01.00 or 14.13.00}

Required Course - Select One 3.00

(One of the following courses not already taken to fulfill previous requirements:

QUANTITATIVE METHODS (BA 423)
INTRODUCTION TO STRUCTURED PROGRAMMING (CIS 205A)
CALCULUS FOR MANAGEMENT, SOCIAL & LIFE SCIENCES (MA 200)
RESEARCH METHODS OF THE SOCIAL SCIENCES (SO 230)

College credit by examination may apply. Visit the BU website for a description of these courses.)
{DANTES Code = 14.04.00 or 14.04.01 or 20.10.16}

American Vision and Values (LA 400) 3.00

(Examination of the reasons that America has become a model of success and the subject of emulation by emerging nations: its record of social progress, its economic success, and its belief in the worth of the individual. Prerequisite: Junior or Senior status. College credit by examination may apply.)
{DANTES Code = 20.10.09}

Tradition and Change (LA 410) 3.00

(Examination of the factors involved in the dynamic endurance of the Western social and philosophical tradition. Analysis of this tradition includes a consideration of how change can contribute to its continued vitality and future productivity. Prerequisite: Junior or Senior status.)

Freedom and Responsibility (LA 420) 3.00

(Examination of the meaning and reasoned defenses of freedom in Western history, and an inquiry into the rich tension between freedom and responsibility in maintaining a just and productive civilization. Prerequisite: Junior or Senior status.)

Free Electives 16.00

(College credit by examination may apply. Visit the BU website for a description of courses available.)

Excess or Duplicate Credit

TOTAL 127.00 0.00

Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

- o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.
- o Appropriate assignment of ACE Guide-recommended credit at the lower or upper level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.
- o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: www.soc.aascu.org should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please contact the USCG Institute at 1-405-954-7241. Your advisor will send the college or university an official U.S. Coast Guard Institute transcript, a copy of the degree plan, and a ready-for-signature SOC Student Agreement which, when signed by a college official, becomes a contract for degree completion committing the college or university to supporting you in your academic endeavors.

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

DEGREE PLAN LEGEND:

SH = Semester hours
VOC = Vocational, not relative to an academic degree
LL = Lower Level, i.e. courses at the Freshman/Sophomore level
UL = Upper Level, i.e. courses at the Junior/Senior level
GL = Graduate Level (sometimes recommended by ACE for very complex courses)
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes*
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes **

* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

** DANTES Academic Codes: The Defense Activity for Non-Traditional Education Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be accepted in transfer toward this degree.

Bellevue University General Information:

Bellevue University provides quality liberal arts and career-oriented programs at undergraduate and graduate levels. Exceptional educational value and affordable access are provided to a diverse student body through efficient operation and moderate tuition. Their classes are kept small to provide more individual attention in the classroom. Their faculty and staff are helpful and show genuine concern for the progress of each student. The University is responsive to the needs of the community through distinctive educational programs and delivery systems. Graduates of Bellevue University acquire enhanced knowledge, values, thinking abilities, and communication skills to enable them to be responsible and productive citizens

Bellevue University's online degree programs and courses are designed to provide students with the skills and knowledge needed to meet their career and educational goals. Students are encouraged to take advantage of prior learning including existing college credit, professional/military training, and professional certification.

Since Bellevue University began developing its first online classes in 1995, it has been a leader in using online technology to increase access to courses, degree programs, and support services. Through the University's Cyber-active® -Learning

approach to adult education to the online environment teacher-to-student lectures are replaced by active involvement in learning, using applied workplace projects, library and database research, interaction with teachers and other students, and supplementary multi-media. Through the computer, students interact with other students and faculty receiving personal attention at a distance.

Bellevue University degrees are respected and welcome by graduate schools and employers around the world. They are regionally accredited by The Higher Learning Commission, a member of the North Central Association of Colleges and Schools (NCACS).

The cost for online courses is \$295.00 per credit hour.

For more information regarding the Bachelor of Science in Business Administration - Marketing Emphasis degree, please contact:

Willie Woolford
Program Manager
Bellevue University
1000 Galvan Road South
Bellevue, NE 68005
(800) 756-7920 Ext 4023 or (402) 682-4023
E-mail: woolford@bellevue.edu
<http://www.bellevue.edu>

POLICY NOTES:

General Degree Requirements

All graduating students must:

- . Complete the requirements for a major in at least one academic area and have a grade point average of 2.5 or higher in the major area courses.
- . Students transferring without an Associate's degree will take all General Education Core Curriculum requirements not met by previous coursework.
- . Students must have at least 30 credit hours in resident courses at Bellevue University.
- . Students must complete the 24 credit hour Common Professional Component, the Business Administration requirements (18 credit hours), and Other Requirements (listed below) if they are not taken in the General Education Core Curriculum. A minimum of 21 upper-level credit hours in the major must be taken in residence. Upper level credit hours in the Common Professional Component may be used to fulfill the 21 credit hour residency requirement.
- . Credit will be granted only for courses with grades of "C" or higher.

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 01 August 2007